

Report to the Kentucky Library Association Board
Conference Analysis Ad-Hoc
Louisville, KY
November 12, 2011

The data that we received may not be enough to make any type of true analysis but here are the facts.

I am listing the questions that we asked first.

1. How many exhibitors do you have?
2. When is your conference usually held? What month, days of the week?
3. How many concurrent sessions do you have at your conference?
4. What is the conference rate for members? For non-members?
5. Do you provide pre-conference?
6. What is your average attendance?
7. How do you choose your conference sites?
8. Do you have a conference-planning manual?

Here is the answers that I averaged-

1. 56
2. 11 have Fall Conference, 5 have Spring Conference, 1 Winter and 1 Summer
Most begin on Wednesday and end on Friday with lots of variations.
3. Low was 5.2 and high was 6.1. Median was (low) 5 and (high) 5.5.
4. Average Member rate was \$143 and average Nonmember rate was \$206. The median member rate was \$120 and the median nonmember rate was \$175.
5. 14 of the 18 provide pre-conferences
6. Average attendance is 542. Median was 400.
7. Almost all rotate around their state in some sort of configuration
8. Only one had a conference manual

Kentucky stats to compare

1. 40
2. Fall, W-F
3. 6-9
4. M-\$125, NM \$185
5. Not this year
6. 600
7. Always in Louisville
8. Not that I know of

What I think this means

1. We are on target with most of the other states with vendors
2. We are on target with the timing of most other states
3. We have too many concurrent sessions, especially on the KSMA end.
4. We are a little cheap on the conference rates on both members and non-members but the difference between the two is close to the same.
5. We should reinstate pre-conferences if there is suitable interest.
6. Our attendance is about average.
7. We probably need to consider moving the conference around.
8. We are not the only ones that don't have a conference manual!

Respectfully submitted,

Terri G. Kirk,
Chair